

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 1 OF 1  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) <b>SEIU COPE (Service Employees International Union Committee On Political Education)</b>			FEC IDENTIFICATION NUMBER ▼ <b>C</b> C00004036		
Check If <input type="checkbox"/> 24-hour report <input checked="" type="checkbox"/> 48-hour report <input type="checkbox"/> New report <input checked="" type="checkbox"/> Amends report filed on <span style="margin-left: 20px;">MM / DD / YYYY</span> <span style="margin-left: 20px;">09 / 06 / 2012</span>					
Full Name (Last, First, Middle Initial) of Payee <b>The New Media Firm, Inc.</b>			Date <span style="margin-left: 20px;">MM / DD / YYYY</span> <span style="margin-left: 20px;">09 / 04 / 2012</span>		
Mailing Address 1730 Rhode Island Ave NW Ste 213			Amount <span style="margin-left: 20px;">44070.29</span>		
City Washington State DC Zip Code 20036		Transaction ID : D291500			
Purpose of Expenditure TV Advertising Production		Category/Type 004		Office Sought: <input checked="" type="checkbox"/> House State: PA <input type="checkbox"/> Senate District: 12 <input type="checkbox"/> President	
Name of Federal Candidate Supported or Opposed by Expenditure: KEITH ROTHFUS		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose			
Calendar Year-To-Date Per Election for Office Sought <span style="margin-left: 20px;">164889.85</span>			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____		
Full Name (Last, First, Middle Initial) of Payee <b>Waterfront Strategies</b>			Date <span style="margin-left: 20px;">MM / DD / YYYY</span> <span style="margin-left: 20px;">09 / 04 / 2012</span>		
Mailing Address 1010 Wisconsin Avenue, NW Suite 800			Amount <span style="margin-left: 20px;">104135.94</span>		
City Washington State DC Zip Code 20007		Transaction ID : D291501			
Purpose of Expenditure TV Advertising Buy		Category/Type 004		Office Sought: <input checked="" type="checkbox"/> House State: PA <input type="checkbox"/> Senate District: 12 <input type="checkbox"/> President	
Name of Federal Candidate Supported or Opposed by Expenditure: KEITH ROTHFUS		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose			
Calendar Year-To-Date Per Election for Office Sought <span style="margin-left: 20px;">164889.85</span>			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____		
(a) SUBTOTAL of Itemized Independent Expenditures.....			<span style="margin-left: 20px;">148206.23</span>		
(b) SUBTOTAL of Unitemized Independent Expenditures .....			<span style="margin-left: 20px;"></span>		
(c) TOTAL Independent Expenditures.....			<span style="margin-left: 20px;">148206.23</span>		
Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.					
Signature <u>Eliseo Medina</u>		[Electronically Filed]		Date <span style="margin-left: 20px;">MM / DD / YYYY</span> <span style="margin-left: 20px;">09 / 12 / 2012</span>	